

DAVID FITZSIMONS
ART DIRECTOR / WRITER
THEQUACKERFACTORY.CO.UK
davidfitzsimons@yahoo.com
07794 853132

David is an award-winning art director and advertising creative based in London. For the past 15 years he's been working at some of the world's leading creative agencies producing notable work for clients in North America, South East Asia and Europe. Beyond advertising, he is a contributor to the satirical and current affairs magazine Private Eye, and collaborates closely with Community Souls, a charity that helps people living in areas of high deprivation in North London.

IRIS WORLDWIDE, SENIOR ART DIRECTOR / COPYWRITER June 2019 to Present

CLIENTS - Samsung - Adidas - SSE - Pepsi - Suzuki - Starbucks - Pizza Hut - Formula-E

- Overseeing and Creative Directing projects for Samsung UK, raising the bar of their creative output and solidifying their position as one of the country's top technology manufacturers.
- Creating integrated communications for Suzuki UK and Europe. Overseeing the creative output across all channels including TV, print, OOH, CRM and digital media.
- Helping create a new brand positioning for Suzuki in the UK and Ireland, and ensuring all communication touchpoints share a unified tone of voice.
- Providing creative support on a series reactive projects for Adidas UK.

RED BRICK ROAD, SENIOR ART DIRECTOR / COPYWRITER January 2015 to June 2019

CLIENTS - Suzuki - Yorkshire Building Society - Jägermeister - L'Oréal - ADT - Thinkbox - Asylum Aid

- Oversaw integrated brand communications for the Suzuki Group, from above the line car launches to dealership and internal comms across all media.
- Helped win the Yorkshire Building Society account for the agency and steer their brand development.
- Created and oversaw integrated brand communications for the launch of new products within the Jägermeister range, as well as creating communications for the main Jägermeister brand itself.
- Developed through the line creative for Asylum Aid, propelling an unheard of charity into the public consciousness.

LEAGAS DELANEY LONDON, ART DIRECTOR / COPYWRITER May 2013 to January 2015

CLIENTS - Skoda - Patek Philippe - Penfolds - Lil-lets - Pictet - MSC Crisues - Glenfiddich - Stop The Traffik

- Created integrated brand communications for the Skoda Group across the UK and Europe, working closely with European markets and network agencies to ensure an integrated communications process. This included being seconded to sister agencies in the Leagas Delaney network on the continent.
- Helped win the Penfolds account for the agency and launch their first European brand campaign.
- Developed stand-out content for Lil-lets Tampons that helped reach a younger target demographic and widen their market base.
- Created award winning communications for Stop The Traffik that received widespread industry attention.

MBA, ART DIRECTOR / COPYWRITER October 2012 to May 2013

CLIENTS - Amazon - O2 - Everest - Avios - Embraer Executive Jets - Accor Hotel Group - Sage

- Led a pitch winning campaign, securing 'Sage by Heston Blumenthal' as a client.
- Developed launch campaigns for Amazon Prime for all channels with a data delivery driven focus.
- Helped win Avios as a client, with involvement in both strategic positioning and creative development to drive market expansion.
- Created and developed through the line communications for the spectrum of brands within the Accor Group including Novotel, Mercure and Sofitel Hotels.

FREELANCE ART DIRECTOR / WRITER January 2007 to November 2012

DLKW/Lowe - Publicis - Saatchi & Saatchi - Adam & Eve - RKCR/Y&R - JWT - M&C Saatchi - VCCP - TBWA - BMB - HMDG - Inferno - Smart Profiles

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MACLAREN MCCANN, TORONTO, CANADA, ART DIRECTOR / COPYWRITER Sept 2005 to Sept 2006
CLIENTS - General Motors - Cadbury's - Coca-Cola - Staples - Rogers Communications - Wendy's

- Created through the line communications for the entire suite of General Motors brands including: Pontiac; Chevrolet; Buick; Cadillac; and Hummer, helping increase market share and build brand awareness across North America.
- Developed integrated out of home campaigns for Cadbury's Dairy Milk, creating eye-catching site specific installations in premium locations.
- Helped nurture Coca-Cola's global communications messages across North America using traditional and new media channels.

ACHIEVEMENTS

- Campaign Ad of the Day - 08.08.2023
- The Drum Ad of the Day - 15.03.2018
- Thinkbox TV Awards - Shortlisted 2015
- Chip Shop Awards - Winner Best Use Of A Technology That Doesn't Exist 2014
- Creative Circle Awards - Nomination Best Charity Ad 2014
- Chip Shop Awards - Commendation Best App 2013
- Chip Shop Awards - Commendation Best Use Of Unusal Medium 2012
- Chip Shop Awards - Commendation Best Use Of Point Of Sale 2011
- Chip Shop Awards - Nomination Best App 2011
- Chip Shop Awards - Winner Best Use Of Unusal Medium 2010
- Luezers International Archive - Volume 4, 2009
- Cream Awards - Voted Top 20 Young Creatives 2009
- Cream Awards - Voted Top 20 Young Creatives 2008
- Chip Shop Awards - Nomination Best Consumer Ad 2008
- Chip Shop Awards - Commendation Best Use Of Bad Taste 2007

EDUCATION

- 2003-2004 Dublin Institute of Technology, Masters Degree in Advertising
- 2003-2004 Institute of Advertising Practitioners in Ireland, Postgrad Diploma in Creative Advertising
- 1999-2003 University College Dublin, Bachelors Degree in Commerce

PETER CROTHER
WRITER / ART DIRECTOR
THEQUACKERFACTORY.CO.UK
petercrothers@gmail.com
07762 238064

Irish born and London based, Peter is an award-winning advertising copywriter and creative with over 10 years' experience in the industry. In that time, he's worked in some of London's leading creative agencies, producing work for a number of notable clients both within the UK and internationally. Outside of advertising, he has a passion for cinema (making shorts in his spare time) and is a keen photographer.

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FREELANCE COPYWRITER

Green Cave People - December 2011 to January 2012
WCRS - August 2011 to November 2011
HMDG - July 2010 to April 2011
VCCP Blue - April 2010 to June 2010
LIDA - November 2009 to December 2009

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ACHIEVEMENTS

The Drum Ad of the Day - 15.03.2018

Thinkbox TV Awards - Shortlisted 2015

Creative Circle Awards - Nomination Best Charity Ad 2014

EDUCATION

2008-2009 University College Falmouth, Masters Degree in Advertising

2003-2006 Queens University Belfast, Bachelors Degree in Film Studies